

Salary Schedule	MOU	Benefits
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City of Alameda
Code No. 1712
Approved by C.S.B.
January 15, 2014

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

Under general direction implements and executes the City's economic development plan and strategies, including coordinating and managing business attraction and retention programs, services and activities; performs other related work as required.

DISTINGUISHING FEATURES

Work in this class is characterized by the innovative and aggressive approach required to successfully address the City's economic development needs and challenges including military base reuse activities. Working closely with the City Manager, the incumbent will foster interactive and dynamic relationships with prospective and existing business partners, City officials, financial institutions, residents and community groups, other agencies and City staff.

EXAMPLES OF DUTIES

1. Manages the development, implementation and evaluation of economic development program objectives, policies and priorities; develops and administers redevelopment projects and commercial real estate development strategies and programs.
2. Reviews and evaluates economic development program goals, objectives and strategies and recommends changes to programs, policies, or procedures that will facilitate ongoing success.
3. Identifies, develops and analyzes data to assess trends, issues and opportunities affecting businesses and the City.
4. Plans, schedules and carries out economic development program activities, including initial planning, feasibility determination, community involvement and acceptance, implementation with project timetables and overall review and evaluation; analyzes proposed commercial, industrial and residential projects desiring City approval for financial feasibility and potential impact on economic development.
5. Facilitates the attraction, retention, growth and success of Alameda businesses through active engagement, business assistance, and provision of information, marketing and outreach; develops and implements strategies to assist with business growth and expansion.
6. Develops and implements a marketing program including proactive outreach which projects a positive image of the City; prepares and maintains demographic, market and available location data base; coordinate the development of marketing materials; and coordinates special events for the business community.
7. Develops and markets techniques, strategies and programs to stimulate commercial and industrial activity, including the development of financial incentives and resources through discussions with agencies of the State and Federal government, the private sector and non-profit foundations.
8. Creates and fosters effective business relationships with key stakeholders to facilitate business attraction and retention that will support the development and growth of City business districts.
9. Identifies and pursues grant and funding opportunities that leverage City resources for economic development activities and/or community events; oversees procurement and administration of economic development grants and contracts.
10. Identifies and recommends revisions to ordinances and policies that hinder business operations to improve economic conditions, and functionality.
11. Develops and provides information to business representatives and developers regarding the City's development requirements and approval process; assists with facilitation and coordination of entitlement and permit approval process where appropriate.
12. Coordinates economic development activities with and serves as liaison to, other City departments, outside agencies, and business and community groups; provides information and assistance regarding economic development matters, policies and procedures.
13. Advises the City Manager in negotiations for complex real-estate transactions and on economic development activities, including business opportunism, business assistance, commercial project development and commercial revitalization.
14. Administers and performs general and specialized economic development activities; coordinates and controls the preparation, review and analysis of economic development related reports and studies; prepares and presents reports to the City Council.
15. Prepares and administers budgets.
16. Supervises, trains and evaluates assigned staff.

EMPLOYMENT STANDARDS

Education/Experience

Any combination equivalent to education and experience likely to provide the required knowledge and abilities. A typical way to obtain the knowledge and abilities would be:

Education: Graduation from an accredited four-year college or university with major course work in business or public administration, urban or regional planning, real estate development or economics. Possession of a related Master's degree is desirable.

Experience: Seven years of California economic development or real estate development experience including experience in public sector investment, or complex real estate transaction processes.

Knowledge

Knowledge of principles and practices of economic development, public policy and business development including best practices, statistical analysis and information technology applications; public sector economic development including business recruitment and retention, real estate, land development, public and private financing and economic incentives; business, economic and market forces, performance indicators, and trends; principles and practices of demographic research and analysis; economic development marketing and promotion techniques; business community and neighborhood outreach processes; grant writing and administration; applicable federal, state and local laws and regulations concerning economic development, real estate and land use.

Ability

Ability to effectively manage, coordinate and control all economic development activities, functions and services; develop and implement comprehensive, innovative and cost effective economic development services, programs, functions and activities; manage multiple complex projects simultaneously; plan, coordinate and direct assigned staff, activities, projects and programs; demonstrate effective leadership and gain consensus and support; develop and implement goals, objectives, policies, procedures, work standards and internal controls; review and analyze complex and technical information; draw valid conclusions and project consequences of decisions and recommendations; interpret and apply relevant federal, state and local laws and regulations; interpret and explain complex governmental regulations, policies and procedures; establish and maintain accurate records; plan, administer and evaluate work programs and schedules; prepare concise and comprehensive studies and reports; set priorities, meet deadlines, and make sound decisions; maintain level of knowledge required for satisfactory job performance; communicate effectively; act with resourcefulness, courtesy and initiative; establish and maintain effective working relationships with business partners, City officials, the City Manager, financial institutions, business and community groups, employees, other departments, divisions and agencies, and the general public; and supervise, train and evaluate assigned staff.

Other Requirements

May require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.